WHAT IS CLAIMED IS:

1.   An automated advertising system for placing a customized advertisement on a television-network based system using an internet to generate said customized advertisement, the system comprising:

an automated advertising server, including a web-based advertising database for providing a plurality of advertising categories, templates, and data fields on an internet display for an online internet user to select from and input information relating to said customized advertisement;

a payment system for providing billing costs based on advertising selections made by said online internet user and for receiving billing information for payment of said customized advertisement;

a network interface for providing said customized advertisement to a programming center for scheduling said customized advertisement for display on said television based-network system; and

a cable broadcasting office for providing said customized advertisement to a site distribution for airing said customized advertisement at a scheduled air time.

2.   A method of generating a customized advertisement on a television-based network system comprising the steps of:

providing access to a web-based advertising database to an on-line user;

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providing a plurality of advertising
categories on an internet display for said user to
select a respective advertising category from, said
respective advertising category relating to a
5   subject matter of said customized advertisement;
providing at least one advertising template on
said internet display for said user to select from
for generating said customized advertisement;
providing data fields on said internet display
10   for said user to input information relating to said
customized advertisement;
configuring said information from said data
fields to conform with said advertisement template
for generating said customized advertisement; and
15   displaying said customized advertisement on
said television-based network system.

3.   The method of claim 2 wherein said television-
based network system comprises a cable-based network
20 system.

4.   The method of claim 2 wherein said displaying
said customized advertisement is displayed on a
dedicated channel.
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5.   The method of claim 2 wherein said displaying
said customized advertisement is displayed on a channel
lineup listing.

6.   The method of claim 2 wherein said internet display comprises a website.

7.   The method of claim 2 wherein said advertising
5   categories are selected from the group comprising cars, trucks, real estate, employment, garage sales, recreation, general merchandise, events, announcements, and service/repair.

10   8.   The method of claim 2 wherein said data fields comprise text data fields for providing descriptive information relating to said customized advertisement.

9.   The method of claim 2 wherein said data fields
15   comprise a photograph data field for providing an image file relating to said customized advertisement.

10.   The method of claim 2 wherein said data fields comprise scheduling data fields for selecting a duration
20   for displaying said customized advertisement.

11.   The method of claim 2 wherein said data fields comprise payment data fields for providing payment information for displaying said customized
25   advertisement.